ABSTRACT

Aghi Kalam Ibrahim, 10120059
ANALYSIS OF USER EXPERIENCE LINKEDIN WEBSITES USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD
Scientific Writing. Information System. Faculty of Computer Science and Information Technology. 2023.
Keywords: Analysis, User Experience, User Experience Questionnaire

(xii + 42 + Attachment)

The LinkedIn website is one of the websites used by job seekers and is online. User experience and response can be one of the assessment factors that can have an impact on improving the quality of the LinkedIn website. To see how the user experience is on the LinkedIn website, it is necessary to measure it by analysing the user experience on the LinkedIn website. User experience analysis was carried out using the User Experience Questionnaire (UEQ) method. UEQ is carried out by paying attention to six aspects of assessment, namely attractiveness, Perspicuity, efficiency, Dependability, stimulation, and novelty. There are 26 questions in the UEQ which are collected based on aspects of the assessment. The results of the study show that the LinkedIn website on the attractiveness (0.71), efficiency (0.85), stimulation (0.51) and novelty (0.53) assessment aspects are in the "Below Average" category and the Perspicuity (0.85) and Dependability (0.63) assessment aspects are in the "Poor" category. This shows that there is a need for improvement in the aspects of clarity and precision to improve its service quality to LinkedIn website users.

Bibliography (2020 - 2023)